

### **Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

### **Listing of Claims:**

1. (Currently Amended) A method comprising:

receiving from a remote location trigger attribute data identifying at least one display attribute of an interactive icon, wherein the trigger attribute data is comprises of a portion that complies with an ATVEF (Advanced Television Enhancement Forum) standard and a portion that is not defined by an ATVEF standard, wherein the portion that is not defined by the ATVEF standard includes at least a sleep time duration indicator;

responsive to receiving the trigger attribute data, causing an interactive icon having the at least one attribute identified by the trigger attribute data to be displayed intermittently, until receiving user input selecting the interactive icon, for a plurality of display time periods via a display device, wherein each of the plurality of display time periods is separated interspaced by a sleep time duration during which display of the interactive icon is suspended, the sleep time duration corresponding to the sleep time duration indicator;

receiving user input selecting the interactive icon; and

responsive to receiving the user input, providing a television presentation enhancement.

2. (Original) The method of claim 1, wherein the interactive icon has at least one attribute not identified by the trigger attribute data.

3. (Canceled)

4. (Canceled)

5. (Original) The method of claim 1, wherein the remote location is a headend.

6. (Original) The method of claim 1, wherein the remote location is a content provider.

7. (Original) The method of claim 1, wherein the enhancement comprises an advertisement.

8. (Original) The method of claim 1, wherein the enhancement comprises information about a television presentation that was displayed in conjunction with the interactive icon.

9. (Original) The method of claim 1, wherein the enhancement comprises data that is received from a source identified by the trigger attribute data.

10. (Original) The method of claim 9, wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data.

11. (Original) The method of claim 9, wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device.

12. (Original) The method of claim 9, wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), hyper text transfer protocol secure (https), file transfer protocol (ftp), trivial file transfer protocol (tftp), broadcast file system (bfs), digital storage media command and control (DSM-CC) object carousel.

13. (Original) The method of claim 1, wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed.

14. (Original) The method of claim 13, wherein the interactive icon is displayed responsive to a current time being within the display time window.

15. (Original) The method of claim 1, wherein the trigger attribute data identifies a display time duration for displaying the interactive icon.

16. (Original) The method of claim 15, wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration.

17. (Previously Presented) The method of claim 15, wherein each of the plurality of time periods is substantially equal to the display time duration.

18. (Canceled)

19. (Canceled)

20. (Previously Presented) The method of claim 1, wherein display of the interactive icon is suspended for a plurality of time periods, each of the plurality of time periods being substantially equal to the sleep-time duration.

21. (Original) The method of claim 1, wherein the trigger attribute data identifies a screen location for displaying the interactive icon.

22. (Original) The method of claim 21, wherein the interactive icon is displayed at the screen location identified by the trigger attribute data.

23. (Currently Amended) A first set-top terminal (STT) comprising:

logic configured to cause an interactive icon to be displayed intermittently via a display device for a plurality of display time periods, the interactive icon having at least one display attribute identified by trigger attribute data received from another apparatus, wherein the trigger attribute data is comprised of a portion that complies with an ATVEF (Advanced Television Enhancement Forum) standard and a portion that is not defined by an ATVEF standard, wherein the portion that is not defined by the ATVEF standard includes at least a sleep time duration indicator; and

logic configured to cause a television presentation enhancement to be displayed via the display device responsive to user input selecting the interactive icon;

wherein each of the plurality of display time periods is separated interspaced by a sleep time duration during which display of the interactive icon is suspended, wherein the sleep time duration corresponds to the sleep time duration indicator.

24. (Original) The STT of claim 23, further comprising memory for storing at least one default value identifying a characteristic of the interactive icon.

25. (Original) The STT of claim 23, wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed.

26. (Original) The STT of claim 25, wherein the interactive icon is displayed responsive to a current time being within the display time window.

27. (Original) The STT of claim 23, wherein the trigger attribute data identifies a display time duration for displaying the interactive icon.

28. (Original) The STT of claim 27, wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration.

29. (Previously Presented) The STT of claim 27, wherein each of the plurality of time periods is substantially equal to the display time duration.

30. (Canceled)

31. (Canceled)

32. (Previously Presented) The STT of claim 23, wherein display of the interactive icon is suspended for a plurality of time periods, each of the plurality of time periods being substantially equal to the sleep-time duration.

33. (Original) The STT of claim 23, wherein the trigger attribute data identifies a screen location for displaying the interactive icon.

34. (Original) The STT of claim 33, wherein the interactive icon is displayed at the screen location identified by the trigger attribute data.

35. (Canceled)

36. (Canceled)

37. (Original) The STT of claim 23, wherein the other apparatus is a server located at a headend.

38. (Original) The STT of claim 23, wherein the other apparatus is a server operated by a content provider.

39. (Original) The STT of claim 23, wherein the other apparatus is another STT.

40. (Original) The STT of claim 23, wherein the enhancement comprises an advertisement.

41. (Original) The STT of claim 23, wherein the enhancement comprises information about a television presentation that was displayed in conjunction with the interactive icon.

42. (Original) The STT of claim 23, wherein the enhancement comprises data that is received from a source identified by the trigger attribute data.

43. (Original) The STT of claim 42, wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data.

44. (Original) The STT of claim 42, wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device.

45. (Original) The STT of claim 42, wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), hyper text transfer protocol secure (https), file transfer

protocol (ftp), trivial file transfer protocol (tftp), broadcast file system (bfs), digital storage media command and control (DSM-CC) object carousel.

46. (Currently Amended) A method comprising:

receiving from a remote location trigger attribute data identifying at least one display attribute of an interactive icon, wherein the trigger attribute data is comprised of a portion that complies with an ATVEF (Advanced Television Enhancement Forum) standard and a portion that is not defined by an ATVEF standard, wherein the portion that is not defined by the ATVEF standard comprises at least a sleep time duration indicator;

responsive to receiving the trigger attribute data, causing an interactive icon having the at least one attribute identified by the trigger attribute data to be displayed intermittently via a display device for a plurality of display time periods, wherein each of the plurality of display time periods is separated ~~interspaced~~ by a sleep time duration during which display of the interactive icon is suspended, the sleep time duration corresponding to the sleep time duration indicator;

receiving user input selecting the interactive icon; and responsive to receiving the user input, providing a television presentation enhancement;

wherein the trigger attribute data corresponds to a trigger;

wherein the remote location is a headend, the display device is a television, and the user input is provided by a remote control device;

wherein the enhancement comprises data that is received from a source identified by the trigger attribute data;

wherein the source is accessible via the Internet using a uniform resource locator (URL) that is identified by the trigger attribute data;

wherein the source is one of an Internet server, a broadcast file system, an object carousel, or a local storage device;

wherein the enhancement is downloaded using one of a hyper text transfer protocol (http), a broadcast file system (bfs) protocol, a digital storage media command and control (DSM-CC) protocol, or a file transfer protocol (ftp);

wherein the trigger attribute data identifies a display time window during which the interactive icon is to be displayed;

wherein the interactive icon is displayed responsive to a current time being within the display time window;

wherein the trigger attribute data identifies a display time duration for displaying the interactive icon;

wherein the interactive icon is displayed for a time period that is substantially equal to the display time duration;

wherein the trigger attribute data identifies a sleep time duration for suspending display of the interactive icon;

wherein display of the interactive icon is suspended for a time period that is substantially equal to the sleep time duration;

wherein the trigger attribute data identifies a screen location for displaying the interactive icon;

wherein the interactive icon is displayed at the screen location identified by the trigger attribute data.